

TRANSPORTATION TUESDAY

**AVOID LANE CHANGE /
MERGE ACCIDENTS ...
TURN OUT YOUR SIDE
MIRRORS TO REDUCE**

BLIND ZONES

**Good visibility is no
accident**

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**THERE ARE MORE THAN
600,000 LANE CHANGE/
MERGE ACCIDENTS IN THE
UNITED STATES EACH YEAR.**

**More than 200 people die
each year in these accidents.**

**60% of drivers causing the
crash say they didn't see the
other vehicle.**

**We don't have statistics for
Middle East - but you see
what goes on every day.**

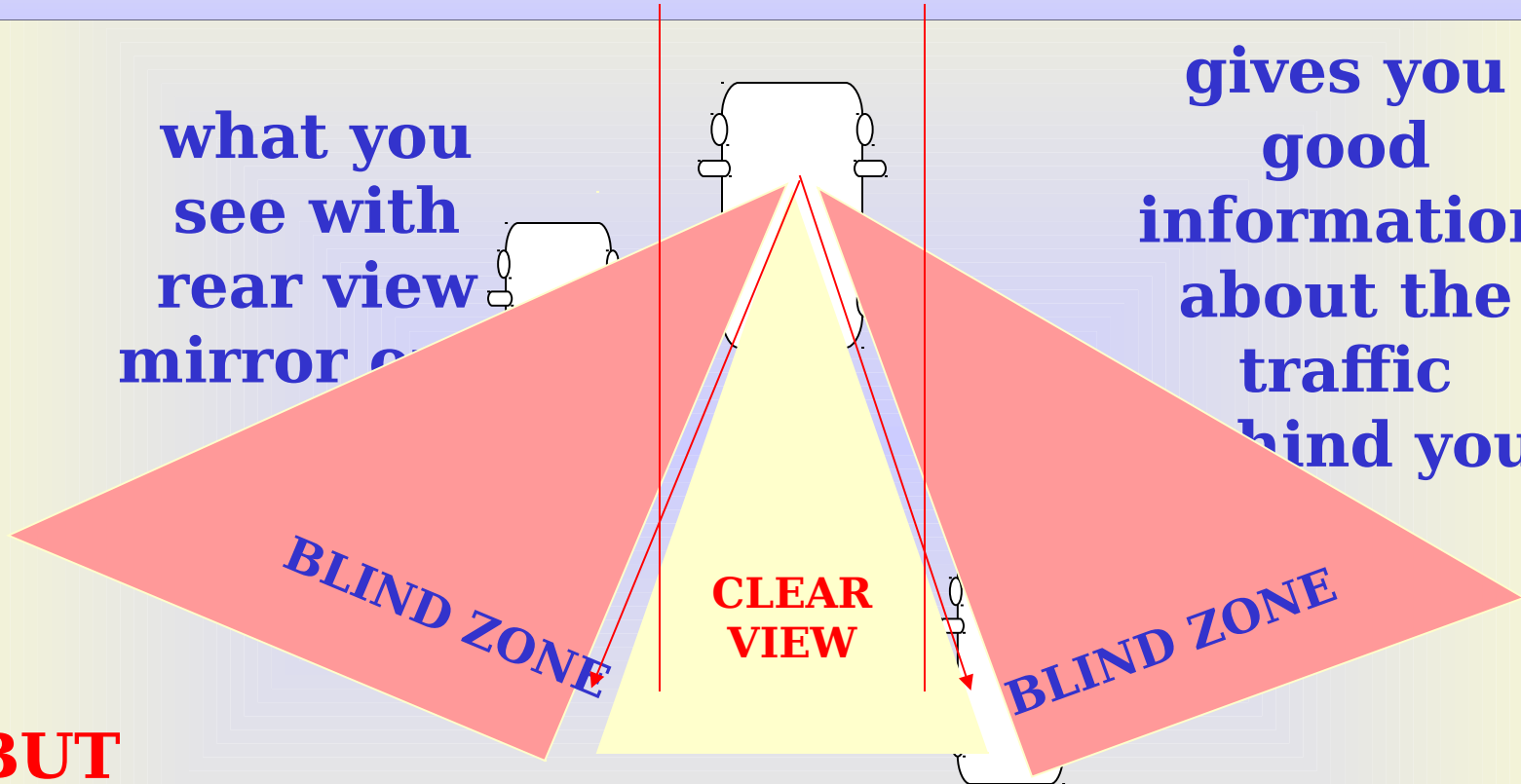
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YOUR REAR VIEW (INSIDE) MIRROR IS NOT ENOUGH

what you
see with
rear view
mirror

gives you
good
information
about the
traffic
behind you



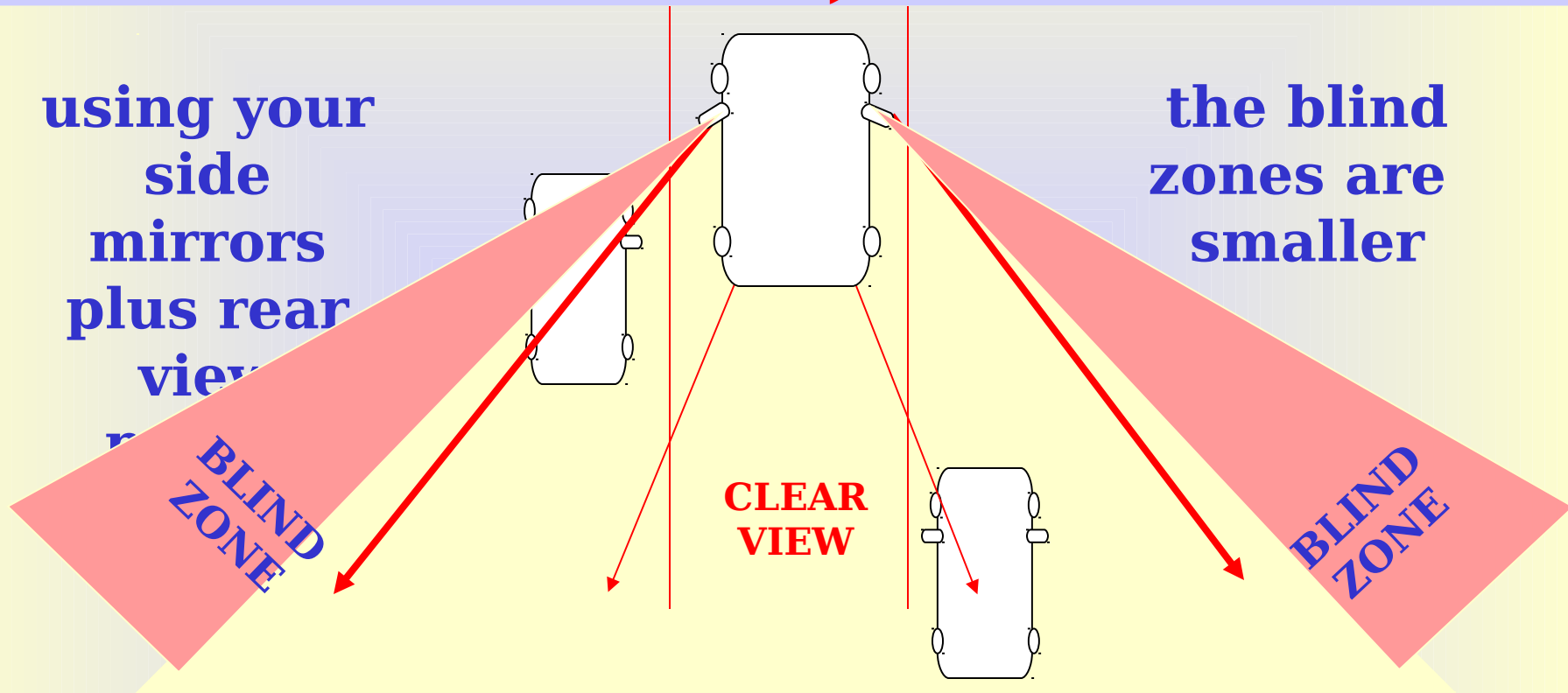
BUT

you cannot see traffic on your
left and right until it gets very
close

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NORMAL SIDE MIRROR POSITION - (YOU CAN SEE THE SIDE OF YOUR CAR)



AND
other traffic stays in your view for
longer

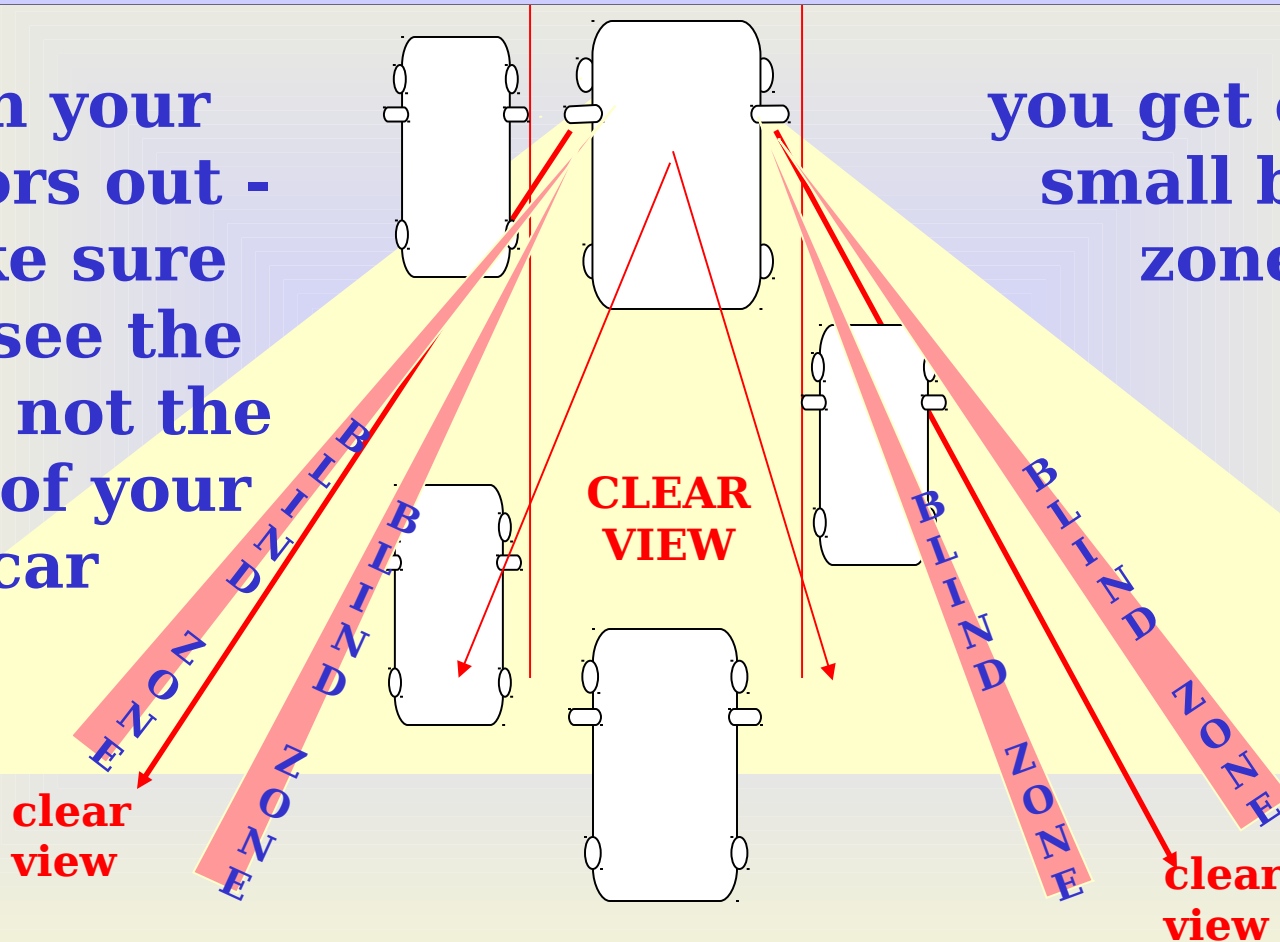
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NEW SIDE MIRROR POSITION - (YOU LOOK ALONG THE ROAD, NOT THE SIDE OF YOUR CAR)

**turn your
mirrors out -
make sure
you see the
road, not the
side of your
car**

**you get only 4
small blind
zones**



**you can see other traffic sooner and
for longer**



FIVE GOOD REASONS TO TURN OUT YOUR MIRRORS

- you don't need to look over your shoulder so often (but it's not a bad idea to do so)
- you need only a brief glance at the mirror to view the blind zone - at highway speeds, turning your head means 30m travelled
- glancing at the mirror leaves the forward scene in your view
- blind zones can be included in your visual scanning (which we're all doing, of course)



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- at night no more glare from headlights

GOOD VISIBILITY IS NO ACCIDENT

It will take time to change your habits and to get used to the new mirror position.

But stick with it and you will be rewarded with a new view in driving that will improve your safety and comfort.

Try the new mirror position today

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